

TRAVEL PLANNING

Almost all visitors arrived in Mesquite in a personal vehicle (98%), with 2% using bus services. Most visitors decided where to lodge in Mesquite prior to their visit (92%, up from 79% in 2003 and 87% in 2004). Most visitors (62%) decided what shows to see after their arrival (down from 76% in 2003 and 78% in 2004). More than eight in ten visitors (84%) decided what attractions to see prior to arriving in Mesquite, similar to 2004 through 2006, but up significantly from 47% in 2003. Three in four (75%) visitors decided where to gamble before leaving home (up significantly from 55% in 2003 and 62% in 2004), while 19% decided after arriving in Mesquite (down from 39% in 2003 and 32% in 2004). More than nine in ten visitors (91%) decided what recreational activities to enjoy in Mesquite before leaving home. Only 2% used the assistance of a travel agent in planning their trip to Mesquite. Forty percent (40%) visited other places in Nevada and neighboring states, down from 47% in 2003 and 50% in 2004. Nearly one-quarter of all Mesquite visitors (23%) also visited Las Vegas on their current trip.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2003	2004	2005	2006	2007
Proportion of visitors who traveled to Mesquite in a personal vehicle (automobile/truck/RV/motorcycle)	98%	98%	97%	98%	98%
Proportion of visitors who traveled to Mesquite using bus services	2%	2%	2%	1%	2%
Proportion of visitors who decided where to stay in Mesquite before leaving home	79%	87%	91%	91%	92%
Proportion of visitors who decided which shows to see in Mesquite after arrival	76%	78%	59%	64%	62%
Proportion of visitors who decided which attractions to visit in Mesquite before leaving home	47%	83%	87%	84%	84%
Proportion of visitors who decided where to gamble in Mesquite before leaving home	55%	62%	76%	76%	75%
Proportion of visitors who decided where to gamble in Mesquite after arrival	39%	32%	19%	18%	19%
Proportion of visitors who decided what recreational activities to do in Mesquite before leaving home	89%	94%	96%	95%	91%
Proportion of visitors who used the assistance of a travel agent planning their trip to Mesquite	3%	3%	3%	2%	2%
Proportion of visitors who toured nearby places	47%	50%	44%	43%	40%
Proportion of all visitors who visited Las Vegas on their current trip to Mesquite	31%	30%	28%	25%	23%

Source: Las Vegas Convention and Visitor Authority
Mesquite Visitor Profile 2007